

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A display device having light-emitting devices making up a plurality of pixels placed in a matrix form;
said light-emitting devices each possessing an emissive layer and a reflective element placed on the rear surface of the emissive layer;
said emissive layer possessing at the front side thereof, a polarization separator which separates the light emitted from the emissive layer into two kinds of polarized light components by a reflection and a transmission, and phase plate;
~~said emissive layer substantially maintaining the state of the polarization of the light transmitted there through;~~
~~said reflective element at least reflecting a circularly polarized light impinging in a vertical direction mainly as a circularly polarized light having a reverse helicity direction; and~~
said polarization separator having a reflectance of the wavelength range from 520 nm to 600 nm smaller than a reflectance of range not more than 510 nm.
2. (Original) The display device according to Claim 1, wherein said polarization separator has a reflection of a light having a wavelength corresponding to blue higher than light having a wavelength other than blue.
3. (Original) The display device according to Claim 1, wherein said polarization separator has a reflectance at a wavelength range of not more than 510 nm higher than that at other visible wavelength range.

4. (Previously presented) The display device according to Claim 1, wherein said polarization separator comprises a cholesteric liquid crystal layer, and said phase plate comprises a quarter wave plate, and said polarization separator, said phase plate, and a polarizer plate are provided from the side of said emissive layer in this order.

5. (Previously presented) The display device according to Claim 4, wherein said polarization separator comprises a cholesteric liquid crystal layer substantially comprising one kind of a helical pitch, and the central wavelength of a selective reflection is between 400 nm to 490 nm.

6. (Previously presented) The display device according to Claim 5, wherein said polarization separator is selectively formed on a position corresponding to the light-emitting device for blue light emission.

7. (Original) The display device according to Claim 5, wherein said polarization separator comprises a cholesteric liquid crystal layer substantially comprising one kind of a helical pitch, the central wavelength of the selective reflection is between 400 nm to 490 nm, and the peak wavelength of the reflection other than the main reflection range is between 510 nm to 600 nm.

8. (Original) The display device according to Claim 1, wherein an antireflection member for at least decreasing the reflection of the light having the main wavelength range reflected by said polarization separator is provided on a non-emissive area of the pixel composed of said light-emitting device.

9. (Currently amended) The display device according to Claim 4, wherein said polarization separator comprises a plurality of cholesteric liquid crystal layers each having a different helical pitch, and the central wavelength of ~~a~~ providing a maximum selective reflection is between 400 nm to 490 nm.

10. (Previously presented) The display device according to Claim 4, wherein said polarization separator comprises a plurality of cholesteric liquid crystal layers each having a different helical pitch, and a cholesteric liquid crystal layer having the central wavelength of a selective reflection between 400 nm to 490 nm amongst said plurality of cholesteric liquid crystal layers has a thickness larger than the thickness of a layer, which has a maximum reflectance, the remaining cholesteric liquid crystal layers have a thickness smaller than the thickness of the layer, which has the maximum reflectance.

11. (Original) The display device according to Claim 9, wherein said plurality of cholesteric liquid crystal layers making up said polarization separator are stacked.

12. (Previously presented) The display device according to Claim 9, wherein said plurality of cholesteric liquid crystal layers making up said polarization separator are patterned in the direction of the inner surface of a substrate;

a cholesteric liquid crystal layer having a wavelength range of the selective reflection corresponding to a blue color is placed on a position corresponding to the light-emitting device which emits a blue color;

a cholesteric liquid crystal layer having a wavelength range of the selective reflection corresponding to a green color is placed on a position corresponding to the light-emitting device which emits a green color;

and a cholesteric liquid crystal layer having a wavelength range of the selective reflection corresponding to a red color is placed on a position corresponding to the light-emitting device which emits a red color.

13. (Previously presented) The display device according to Claim 4, wherein said polarization separator comprises a cholesteric liquid crystal layer whose helical pitch is continuously changed, and a wavelength range which can obtain a maximum selective reflection by said cholesteric liquid crystal layer is not more than 510 nm.

14. (Currently amended) The display device according to Claim 1, wherein said polarization separator is a linear polarization separator, which reflects a linearly polarized light having a prescribed wavelength range, and transmits lights other than said linearly polarized light having a prescribed wavelength range;

said phase plate comprises a quarter wave plate, and ~~said polarization separator~~, said phase plate, said polarization separator, and a polarizer plate are provided from the side of said emissive layer in this order.

15. (Currently amended) The display device according to Claim 1, wherein said light-emitting device comprises an organic light-emitting diode having an electrode also serving as the reflective element, an emissive layer comprising organic thin films, and an ~~optional~~ optical transparent electrode stacked with each other.

16. (Original) The display device according to Claim 1, wherein a space sealed with a gas is provided between a protective layer and said polarization separator, and the distance between said space and said emissive layer is quarter the wavelength of the light emitted from the emissive layer or less.

17. (Currently Amended) A display device comprising:

a first substrate having a reflective electrode, an organic emissive layer and an opposite electrode within the inner surface thereof in this order to make up a plurality of pixels placed in a matrix form, and a second substrate having a polarization separator within the inner surface thereof opposite the inner surface of said first substrate and having a phase plate and a polarizer plate on the outer surface thereof in this order,

said polarization separator comprising cholesteric liquid crystal layer, and said phase plate comprising a quarter wave plate, said polarization separator having a reflectance of the wavelength range from 520 nm to 600 nm smaller than a reflectance of range not more than 510 nm.

18. (Currently Amended) A display device comprising a substrate having a reflective electrode, an organic emissive layer and an opposite electrode within the inner surface thereof in this order to make up a plurality of pixels placed in a matrix form and having a polarization separator, a phase plate and a polarizer plate on the outer surface thereof in this order,

said polarization separator comprising cholesteric liquid crystal layer, and said phase plate comprising a quarter wave plate, said polarization separator having a reflectance of the wavelength range from 520 nm to 600 nm smaller than a reflectance of range not more than 510 nm.

19. (Previously presented) The display device according to Claim 17, wherein an active matrix element for selecting and driving said pixel is provided within the inner surface of said first substrate.

20. (Currently Amended) The display device according to Claim [[17]] 18, wherein an active matrix element for selecting and driving said pixel is provided within the inner surface of said substrate.

21. (New) The display device according to Claim 1, wherein said emissive layer substantially maintains the state of the polarization of the light transmitted there-through, and said reflective element at least reflects a circularly polarized light impinging in the vertical direction mainly as a circularly polarized light having a reverse helicity direction.